



DRAFT REPORT

Project Name: *Call.Click.Connect.* Usability and Outreach - Community Participation

Department: Information Technology Services

Product/Process: Usability Testing, *Call.Click.Connect.* Customer Service System

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1 Project Background

1.1 Project Background Overview

Project Goal

Determine if/how the City's *Call.Click.Connect.* Customer Service System can be made more effective and easy to use.

Project Approach

Call.Click.Connect. is designed to allow community members to submit service requests, report problems, search for information, or find contact information by either calling a dedicated HELP line or accessing the *Call.Click.Connect.* website.

In an effort to improve communication and services to the City's residents, this project involved asking for community feedback on experiences with *Call.Click.Connect.* to determine how it can be made more effective and easy to use. Community participation in this evaluation supports the continuing refinement of this tool, enabling staff to identify and address features of the system that potentially could be improved.

1.2 Usability Testing Methods

Two methods of participation were offered: in-person evaluation with guidance from a Test Coordinator and online participation.

In-person

- (1) The public was notified of opportunities to participate in-person by the City web site (City Calendar/City homepage/project webpage), and via eNews, social media and paper flyers.
- (2) A Usability Testing Coordinator (a City staff member) visited public locations throughout the City, such as libraries and recreation centers, setting up a table with a laptop.
- (3) When a volunteer approached the table, the Testing Coordinator explained the *Call.Click.Connect.* usability testing project.
- (4) If the individual decides to volunteer, he/she provided feedback on previous experience with *Call.Click.Connect.* and/or agreed to navigate the system with the Test Coordinator.
- (5) The Testing Coordinator guided the user through the interface, being directed to think aloud and answer questions about the interface as proceeding through it.
- (6) The Testing Coordinator took notes on all of the questions, processes, steps taken, and search terms.
- (7) The participant is then referred to a survey to complete, which allowed her/him to anonymously offer feedback on *Call.Click.Connect.*
- (8) Points of confusion, suggested enhancements, and preferences that were observed in multiple participants become opportunities for redesign.

On-line

- (1) The public was notified of the opportunity to participate remotely via the City web site (City homepage/project webpage), and via eNews, social media and paper flyers.
- (2) Participants were given a link to access a test *Call.Click.Connect.* site created specifically for this evaluation.
- (3) Participants were also provided a link to a survey so they could provide input on the system.

1.3 Project Schedule

In-person usability testing	February 27 – March 28, 2015
Online usability testing	February 24 – April 7, 2015
<i>Draft</i> Usability testing results summary and City actions	May 1, 2015
Evaluate costs and apply recommendations	In Process
Publish the list of recommendations and a response for each explaining why/how it was, will be, or was not incorporated.	TBD
Incorporate testing results and feedback to revise <i>Call.Click.Connect.</i> System	TBD

1.4 In-Person Testing Schedule

Charles Houston Recreation Center	February 27, 2015
Charles Beatley Central Library	February 28, 2015
Ellen Coolidge Burke	March 12, 2015
Chinquapin Recreation Center	March 14, 2015
James Duncan Library	March 18, 2015
Kate Waller Barrett Library	March 24, 2015
Cora Kelly Recreation Center	March 28, 2015

2 Usability Testing Results - Summary

2.1 Overview

General Summary

A total of 66 individuals participated in this outreach effort: 23 volunteered during the in-person opportunities and 33 provided feedback online.

Approximately 36% of the participants were not previously aware that the City had a HELP line and approximately 23% were not previously aware of the City's online customer service system. Most participants found the *Call.Click.Connect.* system beneficial, even if just learning of it from this outreach effort.

The overall response was positive and feedback has been constructive. Participants generally liked having a 'one-stop-shop' to communicate with the City. Most people felt that the system required updates, but understood that it's a work-in-progress.

A few participants voiced concern that the City is not reaching out to all of its residents, i.e., “residents that are looking for basic needs or new families who move in to live or work at the city. Needs that families me have when then start a new life here in Alexandria.” These concerns also included the lack of translation on the City website and printed materials.

Major recurring themes:

- **Improve search capability** - this includes the search box as well as links included in the AZ/Department/Categories tabs
 - Many entries come back as ‘No Topics Found’ – one participant suggested that the system track these instances so staff could see if the same topics keep coming up and can then create new topics based on findings. Also, some topics that do exist return as ‘No Topics Found.’ People commented that they might not know what something is called exactly and the search box wouldn’t find it by what they were entering – some people would stop trying after a certain point.
 - Search box should stay visible on every page – not just home page.
 - AZ links are not sufficient. How can people suggest new ones? Some suggestions for AZ - “Potholes” , “Schools”, “Social Services”, “Hack Office”
- **Login box and information should be visible at the top of the home page AND each succeeding page**
 - Include language “If you want to see this ticket listed in your My Tickets tab, you must [log in](#) with MyAlex before creating the ticket” at the **TOP** of each page. Many people mentioned not noticing the login info until after they had entered a ticket (and then had to re-enter everything).
- **Accountability for lack of response** (online and via HELP line)
 - Many people commented that there is no follow up to their request – including no follow up internally with the department that is supposed to be addressing the issue. Several participants asked that staff be required to enter info in a certain amount of time.
- **Friendlier entry point to website**
 - Include a ‘How To’ list or some sort of wizard that walks people through the process – some people give up because they don’t know what to do once the page opens
 - More iterative with fields that populate from down down menu
 - No clear place on home page that says “Open a Service Ticket Here”
 - Include ‘Help us to improve this page’ link for users to make suggestions
- **Improve map capability**
 - Participants reported that it seems quirky and causes frustration
- **Improve graphics**
 - Difficult for some people to distinguish information on pages – all text looks the same / blends in together; Make certain things more obvious, i.e., login, Tell Us What You Need
 - Move the sentence ‘Staff usually responds to request within 5 business days’ from the 911 box. It looks like it refers to the 911 info.

Some other concerns about the online system included not having the option to email City Council or the Planning Commission as a group; difficulty uploading documents; unable to use the ‘back arrow’ – no way to return to the previous page (some pages have ‘Cancel’ but the font is very small and it is misleading); and slowness of the home page to load.

Summary of data gathered from the evaluation:

A. Participant Demographics

Gender	Women	39	59%
	Men	22	33%
	I'd rather not say	5	7%

Age	20 and under		
	21 to 30	2	3%
	31 to 50	20	30%
	51 and over	30	45%
	I'd rather not say	14	21%

Education Level	Some high school		
	High school or G.E.D.		
	Associate's degree, or some college	2	3%
	Bachelor's degree	12	18%
	Post-baccalaureate degree or certificate	2	3%
	Master's degree	14	21%
	Professional degree (JD, MD, etc.)	8	12%
	Doctorate	3	5%
	I'd rather not say	25	4%

B. Participant feedback summary - quantitative

Have you called the City's dedicated HELP phone line?	Yes	19	29%
	No, I was not aware of the City's HELP line	24	36%
	No, although I knew about the City's HELP line	19	29%
	Did not answer	3	5%

Have you used the City's CCC online system?	Yes	43	65%
	No, I was not aware of the City's online system	15	23%
	No, although I knew about the online system	4	6%
	Did not answer	3	5%

If Yes, which type of device have you used with the online system?	Desktop Computer	29	57%
	Laptop Computer	13	25%
	Tablet	5	10%
	Handheld	4	8%

Would you consider downloading a phone app for CCC?	Yes	22	50%
	No	15	35%
	I don't own a smartphone	5	11%
	Other	2 (Maybe; after proper testing)	5%

What was your expectation?	To request a service	41	61%
	To get information	12	18%
	To submit comments	14	21%

Did you find CCC easy to use?	Yes	24	56%
	No	18	42%
	Somewhat	1	2%

When using CCC to submit a request, was any part of the process confusing?	Yes	19	56%
	No	15	44%

Once you submitted your request, were you able to easily track it's progress?	Yes	14	40%
	No	18	51%
	Other	3 (Did not register for tracking; Don't recall; I don't worry about tracking so much.)	8%

C. Participant feedback summary - verbatim

In response to the question, "Did you find <i>Call.Click.Connect.</i> easy to use?	
1.	Need to be able to search by "real" issues such as "potholes" or "litter" - not necessarily obvious that it's T and ES.
2.	"1. Should have an option to create a subject line when there is no applicable

	category listed. 2. Some categories should list who the message will be sent to, e.g. "proposed Budget comments". Who receives those comments?"
3.	It works consistently for me. I use it to get messages and information to council members.
4.	"Not all keywords are logical. For example, entering "leaf" only pulls up one category, and then links to a webpage and provides a phone number instead of providing a way to complain about a missed leaf collection.
5.	The location feature is very touchy, and doesn't work well from a mobile phone. Should offer the option of simply entering an addressing without the fuss of the map."
6.	"Difficult to parse the jobs which each department is supposed to perform.
7.	I submitted FOIA request to City Attorney via website in October 2014. No acknowledgement or reply to date"
8.	Very user friendly
9.	It is not clear what type of information should be submitted to the system. And followup is not consistent.
10.	search results could be more displayed better
11.	"MyAlex log in screen does not appear when accessing C-C-C. Have to pretend to search for a ticket in order to log in. Really clumsy."
12.	"I think Call.Click.Connect is a great tool. It facilitates a key purpose of local government: responding to its citizens in a timely and efficient manner."
13.	The way you submit requests is not intuitive.
14.	Used site to report a problem with a tree - had a lot of difficulty entering the address so she gave up; (couldn't quite remember the specifics); ended up calling the City arborist who was very responsive
15.	Was disconnected twice during transfers; finally found dept number and called it
16.	"Sometimes no one answered, I was on hold for more than 5 min., the operator transferred me to the wrong person or to a person whose voicemail message said "out of office." I then had to call the main number again. These things happened repeatedly."
17.	"Hard to find the service I was looking for. Hard to figure out trash can and recycling can sizes and options. Want pictures included because hard to tell what size they are by just numbers because the numbers don't mean much to me. Hard to find rubbish, tree pick up. Categories not easy to use. Map of property was nice feature. Make it easier to find out status of request. Enter email, be able to search by your email to cross-reference the request."
18.	Looks fairly easy but I will need to try and use it more
19.	"It is very difficult to send comments to Council Members or Department Directors. The former system made it simple to contact Council Members."
20.	"Sure it's easy to type in a complaint--it just feels like it's going into a huge void. Also, the categories don't always address the question being posed."
21.	I use it all the time and love it
22.	Very easy and intuitive.
23.	I called the HELP line to ask for Yard Waste stickers for my can. I was expecting them in the mail, but someone delivered them to my door. Great service.
24.	CCC uses the directory from the old system. IT NEEDS TO BE UPDATED. It is not intuitive or comprehensive.
25.	This sentence is placed at the BOTTOM of the panel after entering a request. "If you want to see this ticket listed in you My Tickets Tab, you must login

	with MyAlex before creating the ticket." IF user action is required before creating the ticket THEN the instruction should be placed before the create the ticket input field, not after.
26.	I was thrilled. Immediate responses to inquiry.
27.	"I like the idea of typing my service request or comment into the web-based feature so that my concerns are captured correctly. The problem with the web-based feature is, however, that there is no clear item to click on to initiate a ticket - you have to search all around. Once I listened to a city official talk at our civic association meeting and explain that sending an e-mail is just as valid a way to initiate a ticket, I went that route (and I hope that both my e-mail text and attached photos were inputted into the system and not just paraphrased by a Call.Click.Connect agent."
28.	"I find it very difficult to add my attachments. Often the system will not allow the attachment to be uploaded and sometimes when it indicates that it has finally allowed the upload, it is not available to the recipients when the message is sent and delivered. Uploading attachments is very cumbersome and needs some re-evaluation and updates."
29.	Asked question and never received a reply.
30.	After I contacted the Police Department, I submitted a concern by email, and followed up days later via a phone call.
31.	I submitted a request to fix a pothole. There is no choice on AZ for "pothole" - I would probably just use the search box anyway
32.	It's GREAT! I reported that a street sign was spelled incorrectly and it was fixed within two days.
33.	It was hard for me to look for the category I was looking for. I did not know where department belong to. Also I was looking for specific information and gave a general organization that did not have the information I was looking for.
34.	I would say it is satisfactory to use
In response to the question, "When using <i>Call.Click.Connect.</i> to submit a request, was any part of it confusing?"	
1.	See above
2.	See comments above
3.	See above
4.	"How much information about the problem should be used. Who would contact me about resolution (departments or the call center)."
5.	see above -- search results could be displayed more clearly
6.	See above
7.	"I searched on the main page and got the dept and phone number but not the option to submit a request."
9.	See above
10.	"However sometimes finding the exact service proved to be a little more difficult when there were a couple of similar headings. It is entirely likely that the office that supports these similar services is the same, so regardless of the one chosen it will be resolved appropriately. But, it does little for the ability to track and analyze the call.click.connect usage statistics."
11.	Categories; Who was going to respond, how and when
12.	See item 6 say more box
13.	It was very easy to navigate.

14.	"As per the above write up, what are you supposed to click on to initiate a request if you want to use the web-based feature? There should be a single button to click on followed by a series of questions to funnel your request into a category for sorting. The process should be like going through TurboTax or something like that - more iterative with required fields that you populate from a drop-down box."
15.	"It would be helpful to have more categories to choose from such as including Jackie Henderson as a choice. I also don't like it that I can't contact the Planning Commission members via Call Click and Connect. As I stated, I think that more staff members should be included on this system."
16.	Because I did not know where department to go. Was hard to understand the screen and the information I had in front of me.
In response to the question, "What improvements or changes would you like to see with the <i>Call.Click.Connect.</i> system?"	
1.	Bigger font size
2.	"Make finding the applicable category simpler and more intuitive. Perhaps a descriptive phrase not just a one or two word title for some items."
3.	"Simplified input system, especially the map. App-based mobile reporting. Automated responses regarding updates to every ticket."
4.	Acknowledgement of receipt
5.	"an e-mail alert when status changes. E.g. when a city office opens the request could be shown to me as "Received by City T&ES Department"."
6.	More info and easier to use
7.	"The appears to be NO follow-up. C-C-C personnel forward request to appropriate Dept. and that's it. They don't followup with that Dept. to ensure tickets are acted upon. Hit or miss."
8.	No changes necessary. Current system is excellent. Please keep it going.
9.	Colors are important because she has an attention issue - colors help her differentiate categories
10.	"Would like operator to return to me if there was no answer in department to which he/she transfers me. Also, want operator to tell me the name, department and direct phone number of person to whom I am being transferred."
11.	"Hard to find it on the Alexandria.gov website! I'm always searching for it and forget the name of the system so don't know what I'm looking for."
12.	"I would like to see a more user friendly entry point. Rather than a list of services and a search box, think asking/answering a question to direct users to their appropriate service."
13.	Perfectly happy with the way it works.
14.	It needs to be simplified.
15.	"I appreciate having my questions/complaints investigated but I only find out after the fact. Isn't there a way to be contacted before investigation or at least know what it is going to happen so I am not just given a result (which sometimes doesn't really answer the question)?"
16.	"1. Login box needs to be prominently displayed on the home page (and each page); if a person doesn't log in, the ticket cannot be tracked. Needs to be made more clear. A person isn't going to take the time to write down their ticket number - and that's the only other way to track your request; 2. City staff should be required to enter a response to every ticket so the user

	knows that his/her concern has been addressed - out of the numerous tickets I've submitted, only ONE staff person has ever entered a follow up comment; 3. I don't want an email from staff with an update, I want it entered in the CCC system so I can track each step within my ticket; 4. Have used CCC to contact Council - I would like an option in A to Z that allows you to email all Council members at once - doesn't give you that option unless you go to the Council webpage; 5. Need MORE choices in A to Z or a way to enter my specific issue - if there isn't a wrench, I can't enter anything; 6. I don't use categories or Depts - all that does is take me to the AZ choices; 7. "Solid Waste - General" - there is no wrench for this choice, so I can't put a request in to Solid Waste - if I click on it, it takes me no where; 8. Maps for entering address for issues like potholes - moving the drop pin doesn't work - I can put the pin on a particular street and it displays the name of a completely different street. I just enter the street address in the box - but is a problem if you don't know the exact address; 9. I was trying to find info about the Spring Trash pick up, specifically which area I'm in. the notice I received said that I could find a map of my district - when I went into CCC to the Solid Waste link, there was no link to a map anywhere. I finally found the map by choosing a link for something else"
17.	"Actual action taken by the city. I have not had removal of an extra garbage can after 4-5 calls and several months of asking."
18.	"1. I'm a Master Gardener. Please add topic on the AZ list for "Community Gardens." I see no place to find where a person can get a garden plot in the City. Arlington's website is very easy to navigate and this type of information is easy to find. ; 2. There should be a link on the City homepage and CCC for ACPS. I realize it's not a City department, but people new to the City will come to the City webpage for school information. It's not easy to find."
19.	Most importantly, a new search engine. This one is useless. For all of the searches people enter into the search box that come back as "No Topics Found" - perhaps the system could track these so staff could see if the same topics keep coming up? And then create a new topic(s) based on this? Also, I KNOW that some of the topics I want DO exist, but the search engine is just peculiar
20.	Move the sentence in item 6 to the top of the panel, not the bottom.
21.	See my comments above, thanks!
22.	"1. Easier ability to upload documents
22a.	More choices of who contacts to send to such as the Planning Commission and key staff members
22b.	Written responses to every request"
23.	"Actually follow-up, that's not a system change, that's a how you use the system, i.e. the City responding to a resident's inquiry."
24.	Scrap it and start over.
25.	Answer questions
26.	"The "system" works fine, but I have not seen any action on a concern I submitted on March 10, 2015."
27.	"1. First, I would put up at the top in bold letters that you have to log in before completing ticket if you want to track. Otherwise, you end up have to do it all over again. 2. I would like more choices on AZ. I wouldn't really know which department to go to. Why is it asking me if I want my contact info remembered? "Check Status" would be clearer if it said "Check Ticket Status"
28.	(After going through test site) I'd like more descriptive information for jobs. Put 'Jobs' under 'J'. Right now there's just 'Employment' - include more info

	on jobs - social services not very helpful
29.	"It is easy to navigate, be able to use for any person with different level of skills or background. Be able to use for citizens that are looking for basic needs or new families who move in to live or work at the city. Needs that families me have when then start a new life here in Alexandria."
30.	Need more feedback confirming: 1. Complaint received, 2. More substantive response how and when the city will address the issue (or that they did), 3. Final resolution. Email messages to the email address on record is fine. I haven't seen response except by going online and the response only says "closed."
In response to the question, "Any other thoughts?"	
1.	I would use an app for my iPad.
2.	"In general, CCC is an improvement over the old system, and more often than not, city staff are responsive to the request, but it's time for a more modern web interface, mobile app-based reporting, and automated responses regarding the disposition of tickets."
3.	"City staff is not very helpful. If the operator has transferred me to the wrong department, the staff member often says they don't know who can help me. Also, staff should be required to have an appropriate voicemail message saying how long they will be out of office and who to call in their absence."
4.	"Obviously the service resolution portion of call click connect is paramount, but the "connect" concept is lacking. This is a way for the city to engage with citizens and work should continue to make users feel empowered to speak up about issues, request services, etc."
5.	"I wonder if a more interactive database might be useful. Graffiti is there but not if it is doelt, in error, grafitti. Flooding sewers comes up but not general flooding which might be from a weather event or from a broken main. I'm thinking here of reporting a hazard rather than seeking repairs. Downed wires across the street are common here. This leads me to wonder if police related events can be included. Obviously not emergencies but there are a lot of events that could be passed to them"
6.	"It's nice to have a place to complain or ask for help, but it is so impersonal. Also I have to wonder if complaints are cherry-picked, easier ones first. And do they ever result in larger actions, for example, various complaints about the Mt Vernon/Braddock Rd intersection--has that ever led to a larger investigation as to what needs to be done there?"
7.	"1. My time is important. Make things quick/easy/direct. 2. I prefer using the web system over calling because I can track my ticket. But I want staff to be required to enter a response showing steps being taken. Some of my tickets get closed, but I have no idea what, if anything, has been done. 3. Help line 'ladies' are not helpful at all and often mumble. I end up having to help them help me."
8.	"Actual action taken by the city. I have not had removal of an extra garbage can after 4-5 calls and several months of asking."
9.	The map doesn't work very well.
10.	I hadn't heard of it, but I think it's a great idea. Does it have information on schools?
11.	I would like to see the page presented differently in terms of graphics. I have a hard time with the font sizes/styles being so similar is this a 311 program? why not call it a 311 line?

12.	On the two occasions that I used the service, the response was very prompt and effective. I have been VERY impressed!
13.	Not aware of CCC, but very interested in it. Took materials.
14.	It's great that you can call ONE number for whatever you need. I have a hard time finding what I need on the website.
15.	Heard of CCC but haven't used it yet
16.	Haven't heard of CCC, but I'm very excited to try it. I've been using the City site to research information on a potential house - will try to use CCC to find more info for that
17.	I'd like to have a connection/link/topic associated with Taxis /complaints, i.e., the Hack Office (Taxi complaints)
18.	Haven't heard about CCC but I'm thrilled to learn, will definitely use it
19.	I came specifically because of the eNews I received. I wanted to learn more about CCC.
20.	See above
21.	It's a good overall system to have.
22.	Someone needs to be accountable for lack of response.
23.	The "system" works if the human element follows through with action.
24.	"The click, call system comments. the symbols are not described.es are The services are separated from the departments. Where is the human services or social services listed?
25.	This seem to make it more difficult for an ordinary citizen to understand where to find assistance. This may be an efficient directory for City employees to connect with other departments. Overall the government is spread all over the city - it is difficult to find various departments.
26.	"1. I would prefer it be more clear graphically. It's easy to miss things like "Tell Us What You Need". 2. I'd also like to be able to hit the back button if I want to go back a page. It just freezes. It took me a long time to notice that little ' cancel ' link which takes you back."
27.	I want to find out about Development projects in the City -
28.	I manage my civic assoc. website and I have a link to CCC front and center. I think it works great.
29.	"Some cities use a 311 line, that's really easy. You dial 311, someone answers and forwards your call to the appropriate office."
30.	"How about connecting to other community organizations. If is possible to have access as booths at public places and at least at the mayor languages that Alexandria citizen speaks."
Other responses	
1.	"Dear "" Question. You have already waste an hour of my time trying to contact a city agency with your Call, Click, Connect system, which, days later, got me totally unhelpful responses from the City's PR department, and the agency's PR department, but no one who was in the least interested in solving the simple, routine problem. Why would you think I would allow you to waste even more of my time? The answer to your faulty communications system is simple: Have someone answer the telephone who can transfer a call to the appropriate agency.
2.	Not a City resident but wants to start something like this for his HOA
3.	Curious - just rcvd the eNews; wants to do the survey but hasn't had time;

	husband tried contacting City because some people were driving around trying to sell "gold" and he wanted to report it; he found it difficult and gave up; didn't have time to stay and answer questions (had child with her)
4	"City has been going downhill since 1952 which is when it acquired land from Fairfax County west of Quaker lane."
5.	Came specifically because of received the eNews
6.	Came specifically because of received the eNews
7.	Came specifically because of received the eNews

2.2 Usability Fixes and Enhancements

In Process

2.3 Conclusion

TBD